

Remarks

The Office Action mailed on May 28, 2004 has been fully considered.

The Office Action rejects claims 32 and 33 under 35 U.S.C. § 112 as being indefinite.

New claim 35 has been added and claims 32 and 33 have been amended to more clearly describe the present invention.

The Office Action also rejects claims 19-23, 25-28, 31 and 34 under 35 U.S.C. § 102(b) as being anticipated by Randle (U.S. Pat. No. 5,899,982).

The present invention discloses an interactive sales process wherein a customer is able to view an advertisement from a remote portal, such as a set top box, and initiate a two way audiovisual communication link between the remote portal and a customer service representative to discuss the product or services described in the advertisement. Both the remote portal and the customer service representative are part of a managed portal network 102.

Randle discloses a banking service platform that enables customers to access account information from a remote location as well as information about non-bank related products and services through an access gateway 40. As stated in Column 3, lines 4-8, the banking service platform is networked with other platforms, even those installed in different operating environments to provide a gateway to traditionally non-bank products and services. Randle discloses in the specification and in Figure 1 that in order for communication to be made between the remote locations R1-R3 and the non-bank providers S1-SN and sub-providers P1-P2, the access gateway 40 is utilized as a bridge between the two platforms.

The present application, on the other hand, discloses that the remote portals and customer service representatives are all part of the same managed portal network 102. There

is no "access gateway" used as a bridge between them. Rather, a direct communication link is established between the remote portal and the customer service representative. Independent claims 19 and 25 have been amended to more clearly recite this aspect of the present invention, and are therefore patentable over Randle. Dependent claims 20-24 and 26-35 are patentable for the same reasons with regards to the independent claims.

Based on the foregoing amendments and remarks, allowance of the claims in the application is respectfully requested. If any issues remain unresolved, applicants would welcome the opportunity for a telephone interview to expedite allowance and issue.

Respectfully submitted,



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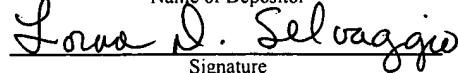
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